

Nimara

A reformer pilates brand built to be the one studio in its category that does not look like the others, drawn from a forty brand audit and a thirty-six study exploration.

CLIENT

Nimara

SECTOR

Pilates and wellness

YEAR

2026

LIVE

nimarapilates.com ↗

SCOPE

Competitor audit, Brand identity, Asset library, Website design, Development, Four language localisation

CONTENTS

01 The audit

03 The exploration

05 Colour

07 Layout

09 The site

11 Delivery

02 The name

04 The mark

06 Typography

08 Motion

10 The build

01 The audit

The work started with a review of more than forty studios across Mallorca, London, Paris, the global aspirational tier and adjacent wellness brands, each recorded by logo, typeface, palette, motif and positioning line. The point was not inspiration. It was to establish, before anything was drawn, exactly which decisions would make Nimara indistinguishable from its competitors.

The audit found a category converging hard. Cream or bone backgrounds with sage or forest green appeared in eighteen of forty studios. Lowercase sans-serif wordmarks appeared in twenty-eight of forty, and at thumbnail size they are not separable from one another. Hand-drawn brushstroke marks appeared in seven, and lotus, leaf or wave motifs in five, both reading as yoga rather than pilates.

One gap was consistent across all three cities. Nobody at the top of the category was using an editorial serif, and nobody was using a figurative mark with any heraldic weight to it. That gap became the brief.

WHAT THE FIELD WAS DOING

Cream or bone with sage green	18 of 40
Lowercase sans-serif wordmark	28 of 40
Brushstroke or single ink line	7 of 40
Lotus, leaf or wave motif	5 of 40
Editorial serif	None

WHAT NIMARA DOES INSTEAD

Display face	Editorial serif
Wordmark	Roman capitals
Mark	Figurative, heraldic
Greens in the palette	One
Case for headings	Sentence, never title

02 The name

The studio was not called Nimara first, and the record of that is unusually clear. The site was built and shipped in full under the name Re:Connect Pilates, renamed five days later to BE:LiVE, and renamed again two days after that to Nimara. Three names in eight days, with a complete website rebuilt around each one.

The first two share a fault that the audit had already flagged. Both are constructions rather than words, both use internal punctuation as a device, and both describe a benefit. A studio called Re:Connect is telling you what it will do for you, which is the register of a wellness advert. Nimara does not mean anything, which is the point: it can be given a meaning rather than arriving with one, and it holds a Roman capital setting where a colon cannot.

The macron came later still. NIMĀRA rather than NIMARA gives the eye a reason to slow down on a word it does not recognise, and it fixes the stress on the second syllable. It is the smallest decision in the identity and one of the few that is genuinely non-negotiable.

2 April 2026	Built as Re:Connect Pilates A complete site, shipped under the first name, with a brand identity kit alongside it
7 April 2026	Renamed to BE:LiVE A second constructed name, carrying the same punctuation device
9 April 2026	Renamed to Nimara The name that held. The wordmark work starts here
10 April 2026	Domain and project renamed nimarapilates.com, with the hosted assets and signatures following
22 August 2026	Copy pass across all four languages Fluent British English as the source, with the three translations reworked to match
25 August 2026	Latest commit Ahead of the studio opening on 10 September

COMMITTS

353

FIRST TO LATEST

21 weeks

NAMES

3

DAYS TO SETTLE

8

Dates taken from the project's commit history. The two earlier names are still in it.

03 The exploration

Thirty-six numbered studies were drawn before anything was locked. The first eight set the broad direction: an editorial serif, an architectural monogram, an organic handcrafted route, a modernist geometric route, and four typographic devices. The remaining studies narrowed the figurative mark, working through Mallorquin architectural motifs, the persiana shutter, ironwork, paired arches and stone reveals, before turning to the leopardess.

The leopardess itself was drawn thirteen ways: profile silhouette, line, guardant, engraving, sigil, vignette, passant, eye, rosette, couchant, mask, ridge and cartouche. The engraved, rosette and cartouche versions carry internal detail that fills in the moment the mark is reduced, and they were set aside on that basis. The form that locked is the leopardess mid-stretch, drawn as an open line.

The first eight are worth showing, because they are dated in a way that is easy to verify. Six of the eight set the wordmark in Cormorant Garamond, the face that was later replaced by Newsreader. Three use the mid-sage that the audit had already identified as the colour shared by eighteen of the forty studios, and which was struck out of the palette at the lock. None of them carry the macron: they all read NIMARA rather than NIMĀRA, because the macron was not yet part of the name.

In other words, the sketches still contain three of the decisions the finished brand exists to avoid. That is what an exploration set is for.



Editorial serif

The direction that eventually won, in its earliest and least resolved form

CORMORANT

WITHDRAWN SAGE

NO MACRON

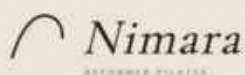


Architectural monogram

A built form rather than a drawn one

WITHDRAWN SAGE

NO MACRON



Organic handcrafted

Set in upper and lower case, the softest of the eight

CORMORANT

WITHDRAWN SAGE

NO MACRON



Modernist geometric

The sans-serif route the audit found in twenty-eight of forty studios

NO MACRON



The spine

A vertical rule carrying the wordmark

CORMORANT

NO MACRON



The bracket

Centred, enclosed, closer to a hotel identity

CORMORANT

NO MACRON



The volume

Reversed out of a solid ground

CORMORANT

NO MACRON



The masthead

The publication route, which survives in how the site is organised

CORMORANT

NO MACRON

The brand-system document still describes the small mark as a Mallorquin arch, marked to be decided. That entry predates the lock and was never revised. The leopardess is what ships, in the asset library and on the site, so this document is written from the shipped assets rather than from the older text.

04 The mark

The mark is a Mallorquin leopardess mid-stretch, drawn as an open line with no ornament and no enclosing shape. It carries the identity from the website header up to a one metre window sticker.



The mark, ink on sand

The default colourway



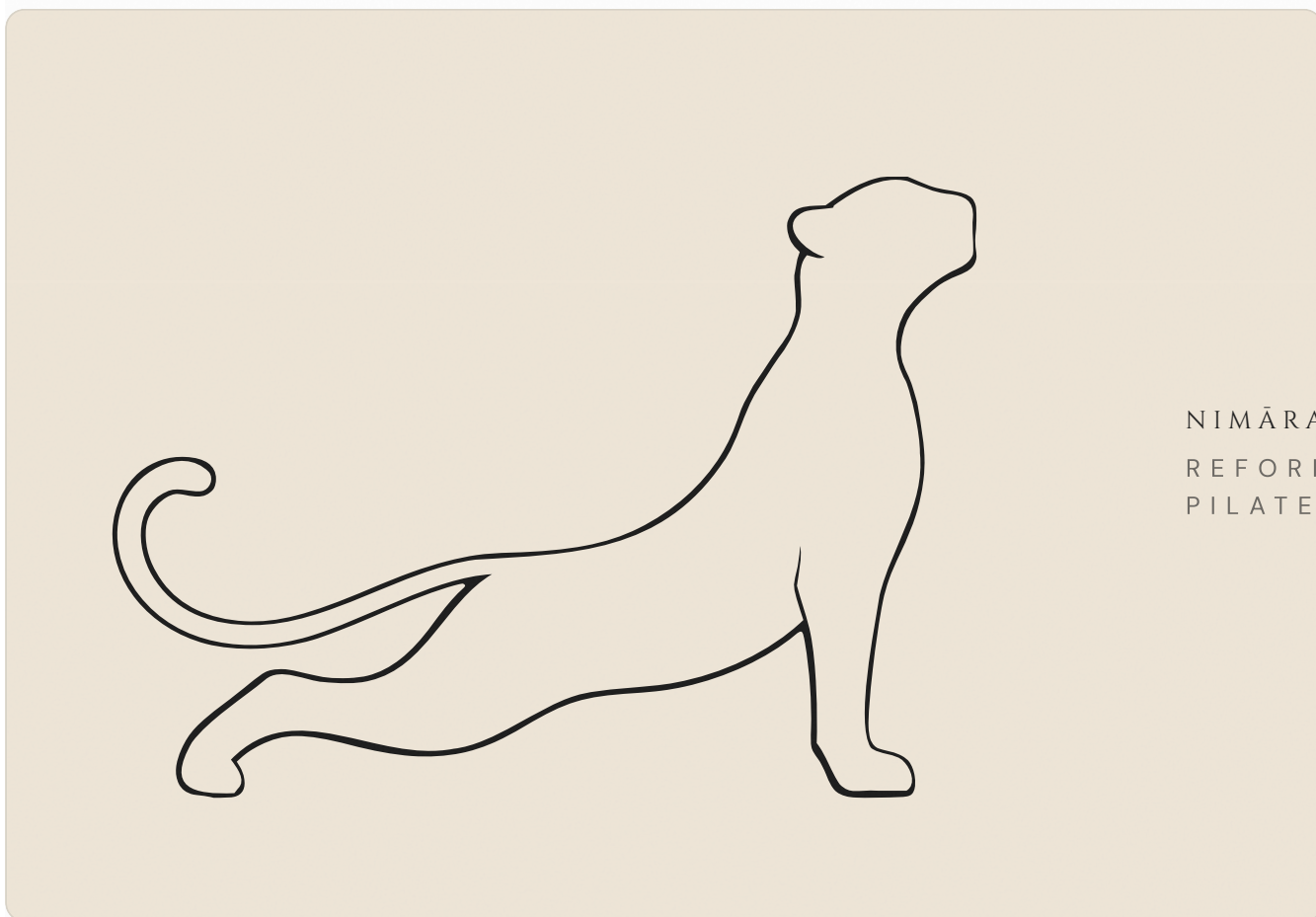
Reversed

Cream on warm black, for dark and immersive sections



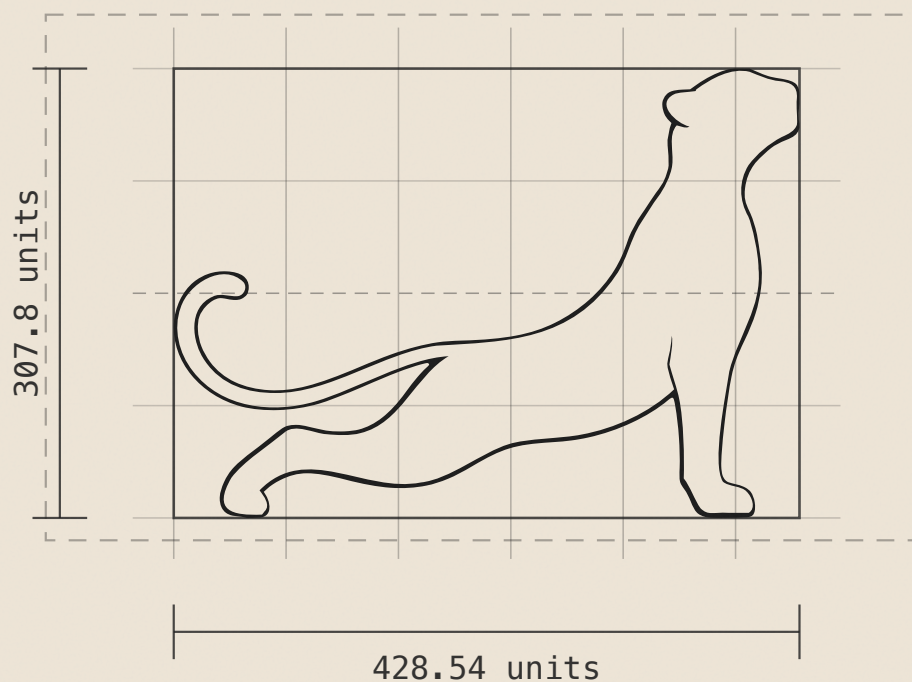
Sage

The accent colourway, on cream



Primary horizontal lockup

Mark, NIMĀRA in Cinzel with the macron, sub-line in tracked DM Sans



The leopardess on its 600 by 360 unit artboard. The drawn ink measures 428.54 by 307.80 units, a ratio of 1.392 to 1, and sits off centre on the artboard with more air at the top than the bottom because the raised forepaw needs the room. The mark is always sized by height, never by width, so that ratio is the only proportion that has to be respected.

ASPECT RATIO

1.39 : 1

Measured from the drawn path

CONSTRUCTION MODULE

76.95 units

A quarter of the mark height

ARTBOARD

600 × 360

viewBox units

DRAWN INK

428.54 × 307.80

ARTBOARD AIR, TOP

36.90 units

ARTBOARD AIR, LEFT

87.63 units

DEFAULT CUT

Outlined

Line converted to fill, no stroke

STROKED CUTS

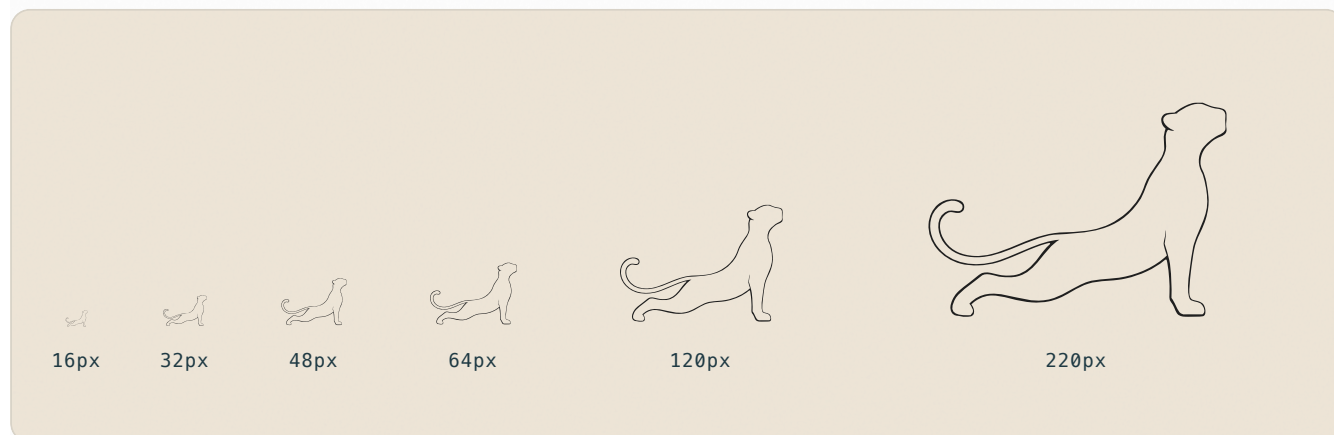
1.3 and 3.0

Fine and heavy, in artboard units

The default cut carries no stroke at all. The drawn line has been converted to outlines and filled as an even-odd band, so the file reproduces as a line drawing without depending on how a renderer handles stroke widths. That is what the website and most print work use.

Two stroked cuts sit alongside it. A fine cut at a 1.3 unit stroke is drawn for embroidery and foil blocking, where a line has to be given a thickness the machine can follow. A heavy cut at 3.0 units is drawn for large format, where a fine line disappears at viewing distance.

A line drawing has one genuine weakness, and this one has it: below roughly forty-eight pixels the band closes up and the animal is no longer readable. Rather than pretend otherwise, a fourth cut exists for small sizes. It is a solid silhouette built from the outer contour of the outline mark's own band, so the pose and the grid are identical, measuring the same 428.54 by 307.80 units. It is a single subpath with no fill-rule dependency, which means it renders the same way everywhere, and line weights do not apply to it. This is the cut the favicons and app icons use.



The outline cut, run down to favicon sizes. It is comfortable from about sixty-four pixels and gone by sixteen, and this test is the reason the silhouette cut exists. Judging a mark at presentation size and shipping it without this check is the usual mistake.



The silhouette cut

Built from the outer contour of the outline band



At 48 pixels

Where the outline cut begins to close up



At 32 pixels

Still legible as an animal

The favicon places that silhouette on a solid tile: the mark in the lighter sage on a deep green ground, inset 22 units on a 360 unit square, so the animal occupies 316 of the 360 and reads as a single shape in a browser tab. Cuts are supplied at 16, 32, 48 and 64 pixels, with an Apple touch icon at 180.

The wordmark is the most controlled element in the system and does not flex. It is set in Cinzel at 400 on the web and Trajan Pro in production print, always in capitals, always with the macron over the second A. The macron is part of the name rather than a decorative flourish, and removing it is not a permitted variation.

WORDMARK

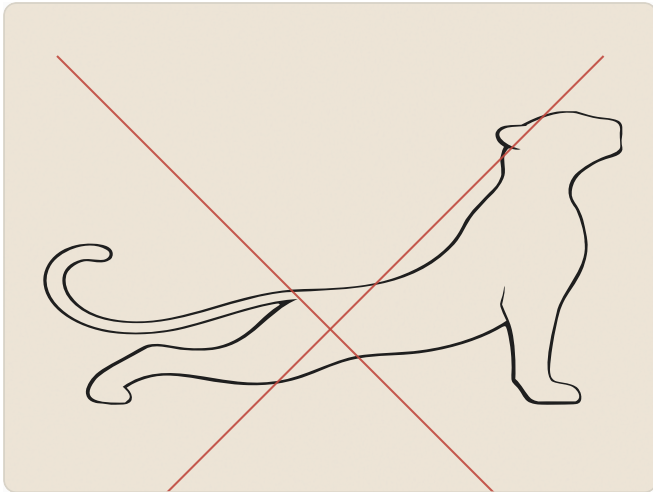
Web face	Cinzel 400
Print face	Trajan Pro Regular
Setting	NIMĀRA, all capitals
Tracking	14 / 52 em
Clear space	0.5 × cap height
Minimum size	100px, 25mm

SUB-LINE

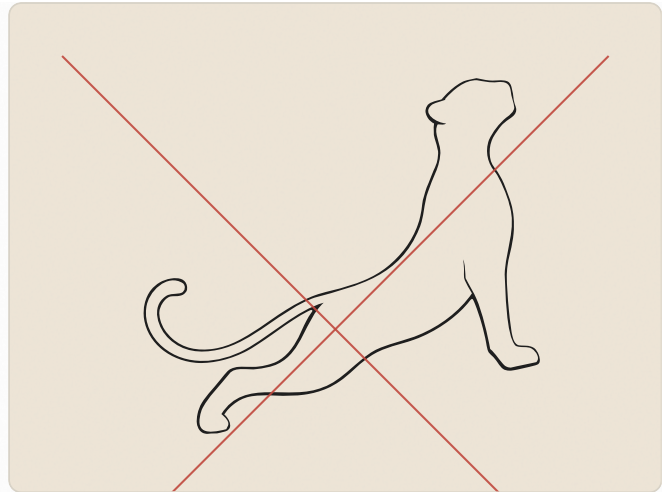
Face	DM Sans 500
Setting	REFORMER PILATES, caps
Tracking	0.4em
Size	10 / 56 of the wordmark
Colour	Ink at 62%
Below minimum	Mark alone, no wordmark

The brand system sets a clear space rule for the wordmark, half its cap height on every side, and none for the mark. That gap is deliberate rather than an oversight: the leopardess is placed at a size and a position by whatever surface it sits on, from a nav bar to a one metre window sticker, and a fixed exclusion zone would be wrong at one end of that range or the other. The wordmark, which is always set at a known size relative to its own cap height, can carry a rule that holds everywhere.

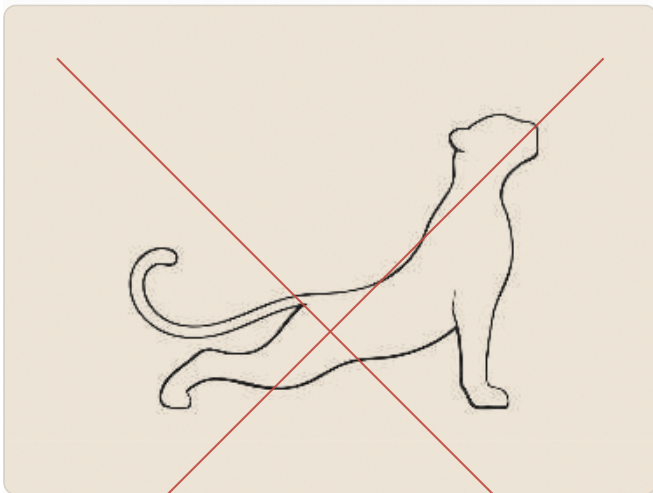
What the mark does have is a short list of things that are not permitted, all of which follow from it being one drawing used at every size rather than a family of drawings.



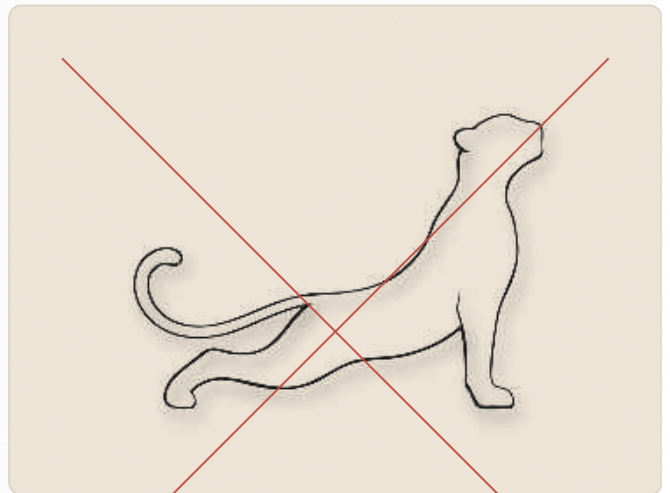
Never scaled on one axis. The 1.392 to 1 ratio is fixed



No rotation. The pose is the mark



Ink, cream or sage. No other colourway exists



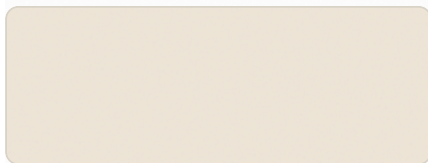
No shadows, gradients or outlines added to the line

There are three approved wordmark lockups and one small mark. The primary horizontal sets NIMĀRA over the sub-line on a centred axis with the cap heights aligned. The stacked version opens the gap for square formats, avatars and embroidery. The wordmark alone, without the sub-line, is used for editorial contexts and large format signage. The small mark substitutes for the wordmark wherever the wordmark cannot be read, and it is never set alongside the wordmark on the same surface: it replaces, it does not decorate.

05 Colour

The palette holds a single accent. The category's habitual mistake is to carry three sage tones, a deep, a mid and a light, which produces a palette indistinguishable from every other studio's. Nimara carries one. Hover and emphasis states are made with opacity rather than with a second green, which is the discipline that keeps the system tight as it grows.

Four tokens were removed during the lock rather than kept for safety. The mid sage that eighteen of the forty audited studios share went first. A soft mist green went with it, on the grounds that softness should come from alpha. A second warm neutral was collapsed into oak, because two warm neutrals was one too many.

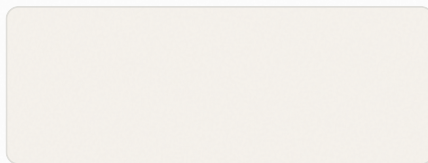


Sand

#EFE6D8

239, 230, 216

Primary surface, the default page



Cream

#F7F3ED

247, 243, 237

Alternating sections, cards, callouts

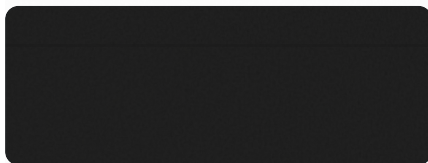


Warm black

#0F0E0C

15, 14, 12

Footer and immersive sections. Never a text colour

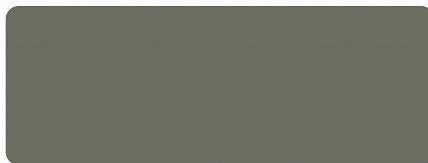


Ink

#1A1A1A

26, 26, 26

Headings, body, wordmark, mark



Stone

#6B6B60

107, 107, 96

Secondary text, captions, metadata



Sage

#7E9A7A

126, 154, 122

The single accent. Section labels, links, markers



Oak

#C2A87A

194, 168, 122

Rules, borders and ornament only.
Never text

MEASURED CONTRAST

PAIR	SAMPLE	RATIO	WCAG 2.1
Ink on sand	Sample text	14.1:1	AAA
Ink on cream	Sample text	15.7:1	AAA
Stone on sand	Sample text	4.4:1	AA large
Stone on cream	Sample text	4.9:1	AA
Cream on warm black	Sample text	17.5:1	AAA

Ratios are computed from the hex values on this page under WCAG 2.1, not quoted from the brand document.

SEMANTIC MAPPING

Surface, primary	Sand
Surface, secondary	Cream
Surface, deep	Warm black
Text, primary	Ink
Text, secondary	Stone
Text on dark	Cream at 70 to 90%

BORDERS AND STATES

Border, default	Ink at 12%
Border, emphasis	Ink at 24%
Hover	Sage at 70%
Second green	None
Decoration, warm	Oak

06 Typography

Three faces divide the work and never cross into one another's territory. Cinzel is Trajan-derived Roman capitals and is reserved for the wordmark, which means it never appears in a heading or a paragraph anywhere on the site. Newsreader carries the editorial voice. DM Sans handles body, navigation, labels and metadata, with a tabular cut for pricing and schedules.

AA

CINZEL

WORDMARK ONLY

Trajan-lineage Roman capitals, reserved exclusively for NIMĀRA and the small mark. It is never used for headings or body copy.

Aa

Newsreader

DISPLAY AND EDITORIAL HEADINGS

200 to 400. Fallbacks: Lyon Display, Tiempos Headline, Georgia

Hero, section heads and pull quotes, always in sentence case. The scale is harmonic on a 1.25 ratio rounded to legible values.

Aa

DM Sans

BODY AND INTERFACE

300 to 600. Fallbacks: Inter, system-ui

Body copy, navigation, labels, captions and metadata. Lining tabular figures are used wherever money or a schedule is set.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

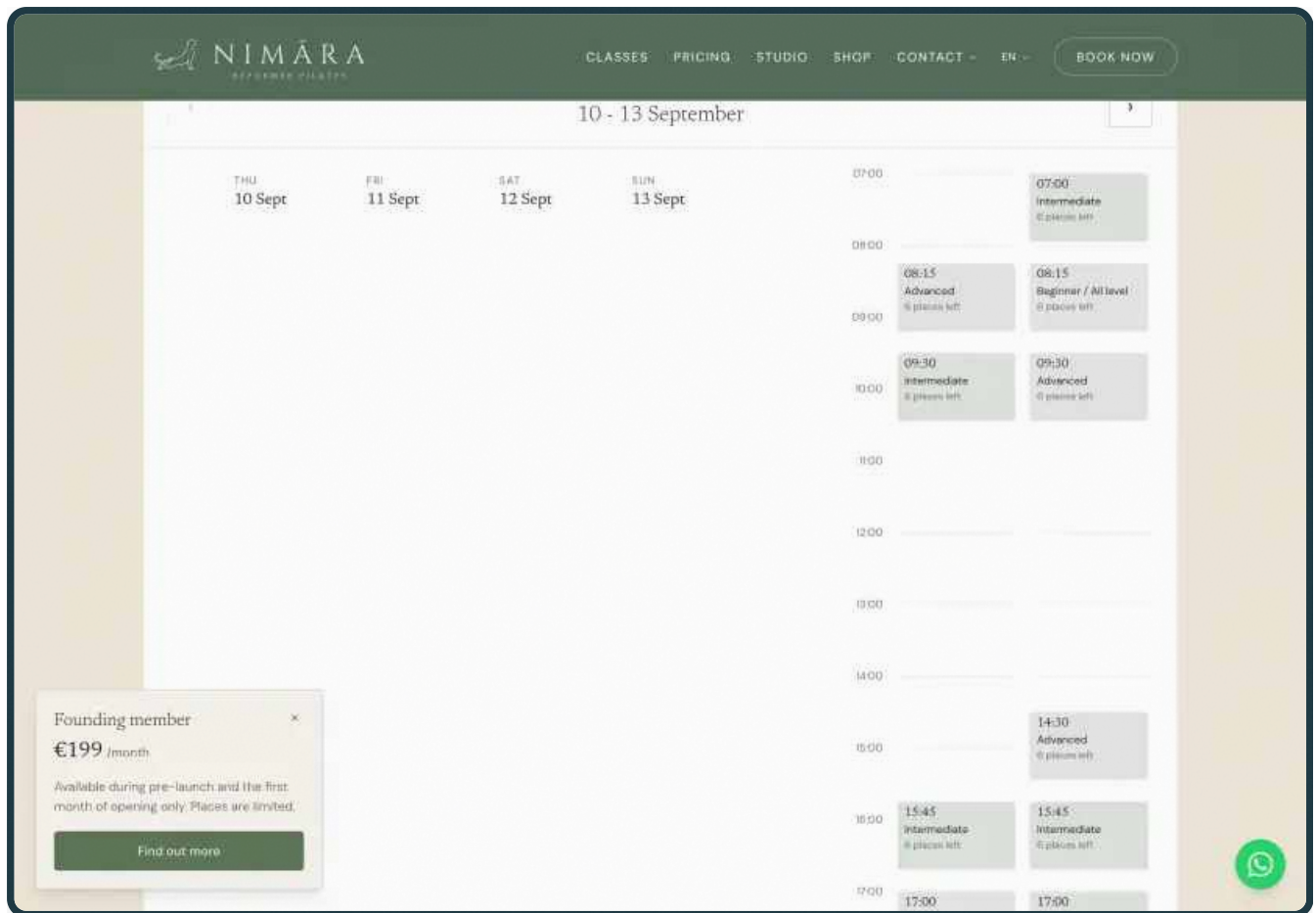
abcdefghijklmnopqrstuvwxyz

0123456789 & £ € , . ; : () “ ”

Move. Breathe. Reconnect.

NEWSREADER LIGHT 300, THE EDITORIAL VOICE

STEP	SIZE	ROLE	FAMILY	WEIGHT	LINE HEIGHT	TRACKING	SET
t-9	96px / 6rem	Hero display	Newsreader	200	1.04	-0.018em	Aa
t-8	72px / 4.5rem	Page heading	Newsreader	200	1.06	-0.014em	Aa
t-7	56px / 3.5rem	Section heading	Newsreader	300	1.1	-0.012em	Aa
t-6	40px / 2.5rem	Sub-heading	Newsreader	300	1.15	-0.01em	Aa
t-5	28px / 1.75rem	Editorial lead	Newsreader	400	1.3	-0.005em	Aa
t-4	20px / 1.25rem	Body large	DM Sans	400	1.6	0	Aa
t-3	16px / 1rem	Body	DM Sans	400	1.7	0	Aa
t-2	14px / 0.875rem	Small	DM Sans	400	1.65	0	Aa
t-1	12px / 0.75rem	Caption	DM Sans	400	1.6	0.01em	Aa
t-0	10px / 0.625rem	Label and eyebrow	DM Sans	500	1.4	0.22em	A a



Headings in Newsreader, body and metadata in DM Sans, and sentence case everywhere. The only capitals on the page belong to the wordmark and the eyebrow labels

One rule governs every piece of text on the site: sentence case throughout, for headings, section labels, navigation and body alike. Title case is ruled out on the grounds that it reads as advertising, and the studio is meant to read as a publication. Capitals are reserved for the wordmark, the sub-line and the smallest editorial labels. It is the rule most likely to drift and the one worth enforcing hardest.

07 Layout

Spacing is the least visible discipline in the system and the one that does most for how the brand feels. The scale runs on an eight pixel base with a Fibonacci-influenced step, so the gaps between things grow at a rate the eye reads as deliberate rather than arbitrary.

Eight pixel base, Fibonacci-influenced step.

s-1	8px		Tight pairing, label to value
s-2	16px		Body line separation, inline gap
s-3	24px		Card padding, paragraph rhythm
s-4	40px		Block separation, group margin
s-5	64px		Section internal padding
s-6	96px		Section separation
s-7	128px		Hero clear, major rest
s-8	192px		Editorial breathing room

Desktop

12 columns



Editorial grid, full bleed to 1240 pixels

Tablet

6 columns



Mobile

4 columns



MAXIMUM CONTENT WIDTH

1240px

TYPE COLUMN

664px

60 to 70 characters at body size

BODY LINE HEIGHT

1.7

BASE SIZE

16px

VERTICAL RHYTHM UNIT

27.2px

Every vertical gap is a multiple

The vertical rhythm follows from the body setting: 16 pixels at a line height of 1.7 gives a unit of 27.2 pixels, and every paragraph, heading, image and section margin is a multiple of it. This is the discipline that produces the sense that a layout breathes, without anyone quite being able to say why.

08 Motion

There is more motion here than on the other projects in this portfolio, and all of it is slow. A film grain sits across the whole viewport as a fixed layer, generated as fractal noise rather than loaded as an image, desaturated and held at three and a half percent opacity in multiply. It is the single element that does most to stop the photography looking like stock.

Lenis smooths the scroll and GSAP drives the reveals. The whole motion layer stands down for visitors who have asked for reduced motion.

NAME	EFFECT	DURATION	EASING
Film grain	Fractal noise, 3 octaves, desaturated, 3.5% in multiply	static	—
Smooth scroll	Lenis scroll smoothing	1.2s	Lenis default
Split text	Headings arrive by line	1.0s	GSAP
Magnetic button	Cursor attraction on hover	0.4s	GSAP
Magnetic release	Return to rest	0.6s	elastic.out(1, 0.4)
Tilt card	Tilt on pointer, settle on leave	0.4s / 0.8s	GSAP

Film grain is generated with an SVG turbulence filter at a base frequency of 0.65 over three octaves, so nothing is downloaded for it.

09 The site

The site is organised like a small publication rather than a booking funnel: classes, pricing, the studio, the instructors, a journal, a shop and the policy pages, all written in the same register. The studio itself is one room in Santa Catalina with six Elina Pilates Elite reformers, and classes are capped at six places for sixty minutes, so the site never has to claim intimacy that the room cannot deliver.

Every string exists in English, Spanish, French and German at full parity, held in a translation layer of 1,868 lines. The language switches in place without a reload, and each visitor's choice is remembered.

PAGE INVENTORY

Classes

The programme, 60 minutes, six places

Pricing

Packs, memberships and an introductory offer

Studio

The Santa Catalina room, hours and location

Instructors

Profiles of the teaching team

Journal

Editorial posts, in all four languages

Shop

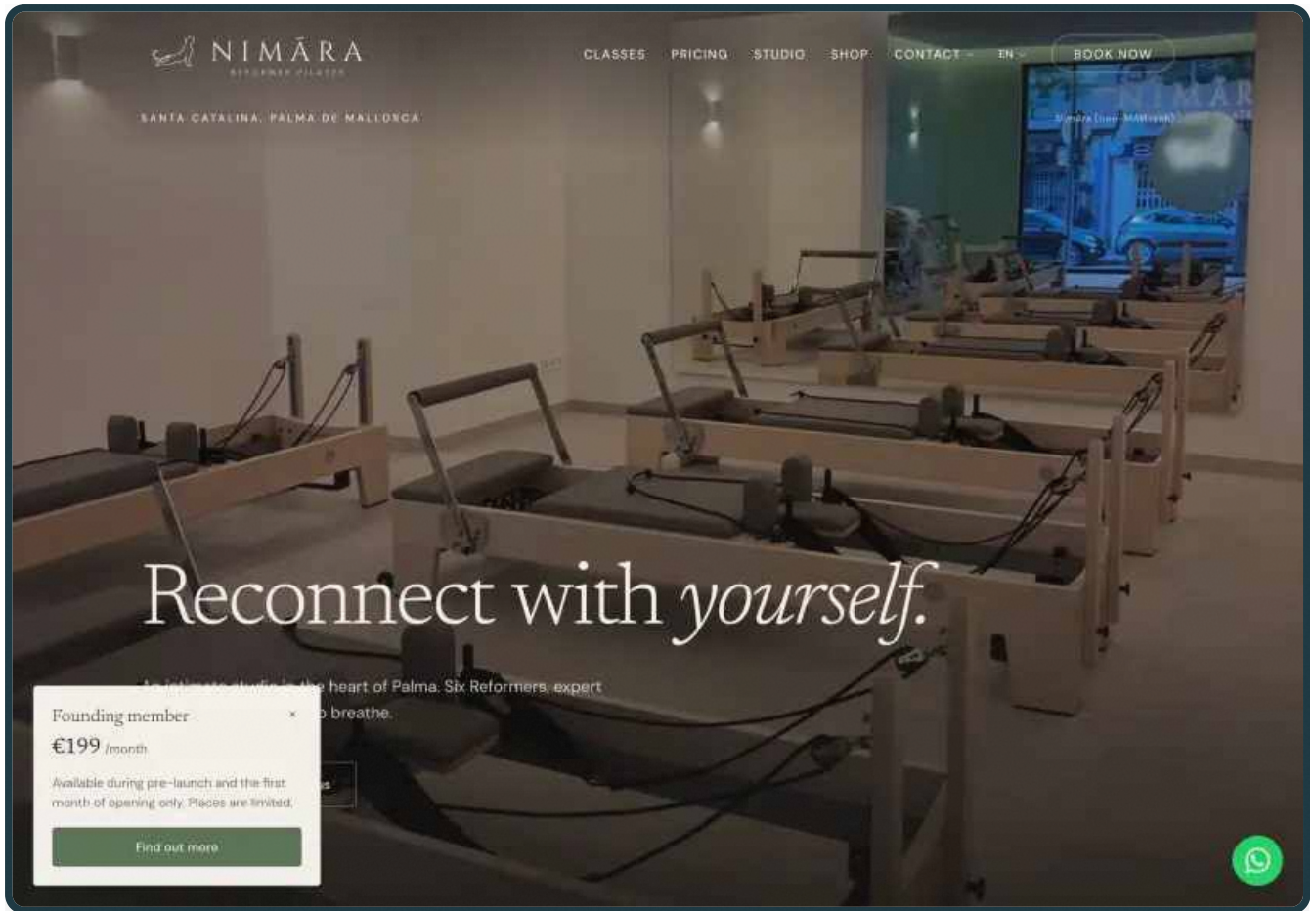
Retail, priced from the studio's booking platform

Careers and partnerships

Hiring and partnership enquiries

Policies

Cancellation, privacy and terms, in all four languages



The homepage. Sand ground, the wordmark in Cinzel with its sub-line, and a hero heading set in Newsreader in sentence case

MEMBERSHIPS

CLASS PACKS

LIMITED PLACES

Founding member

€199 /month

€24.88 per class

Become one of Nimara's first members with our Founding Member membership, limited to just 30 places! Enjoy 8 Reformer Pilates classes per month and keep your exclusive Founding Member rate for as long as your membership remains active. Minimum 3-month commitment. Valid for all group class levels. Once the 30 Founding Memberships are gone, this rate will no longer be available.

Book now

OPENS AT LAUNCH

Four sessions a month

€120 /month

€30 per class

Enjoy 4 group reformer pilates classes per month, suitable for all levels. A flexible way to make reformer pilates part of your regular routine! Minimum 3-month commitment.

Opens 10 September

OPENS AT LAUNCH

Eight sessions a month

€225 /month

€28.13 per class

Enjoy 8 group Reformer Pilates classes per month, suitable for all levels. Designed for a more regular practice, with two classes per week on average. Includes one membership pause of up to one month per year. Minimum 3-month commitment.

Opens 10 September

OPENS AT LAUNCH

Eight sessions a month, annual

Founding member

€199 /month

Available during pre-launch and the first month of opening only. Places are limited.

Find out more

paying monthly

two classes per week for all levels. A 12-month full, designed for a reformer pilates practice.

OPENS AT LAUNCH

Mother & daughter membership

€215 /month

€53.75 per class

Enjoy 4 group reformer pilates classes per month together, designed for mothers and daughters to move, strengthen and share a regular practice. A special way to enjoy quality time together while building strength, mobility and confidence. Available from 16 years old.



Pricing. Figures are set in DM Sans tabular, and sage does the accent work with no second green anywhere on the page

A room designed for focus

Six Reformers in a calm room of natural materials, with light that changes through the day and space enough to think clearly.



Founding member

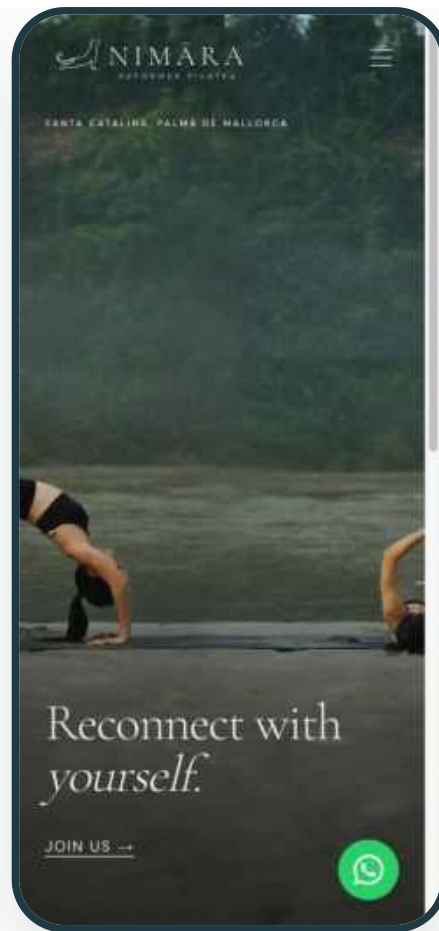
€199 /month

Available during pre-launch and the first month of opening only. Places are limited.

[Find out more](#)



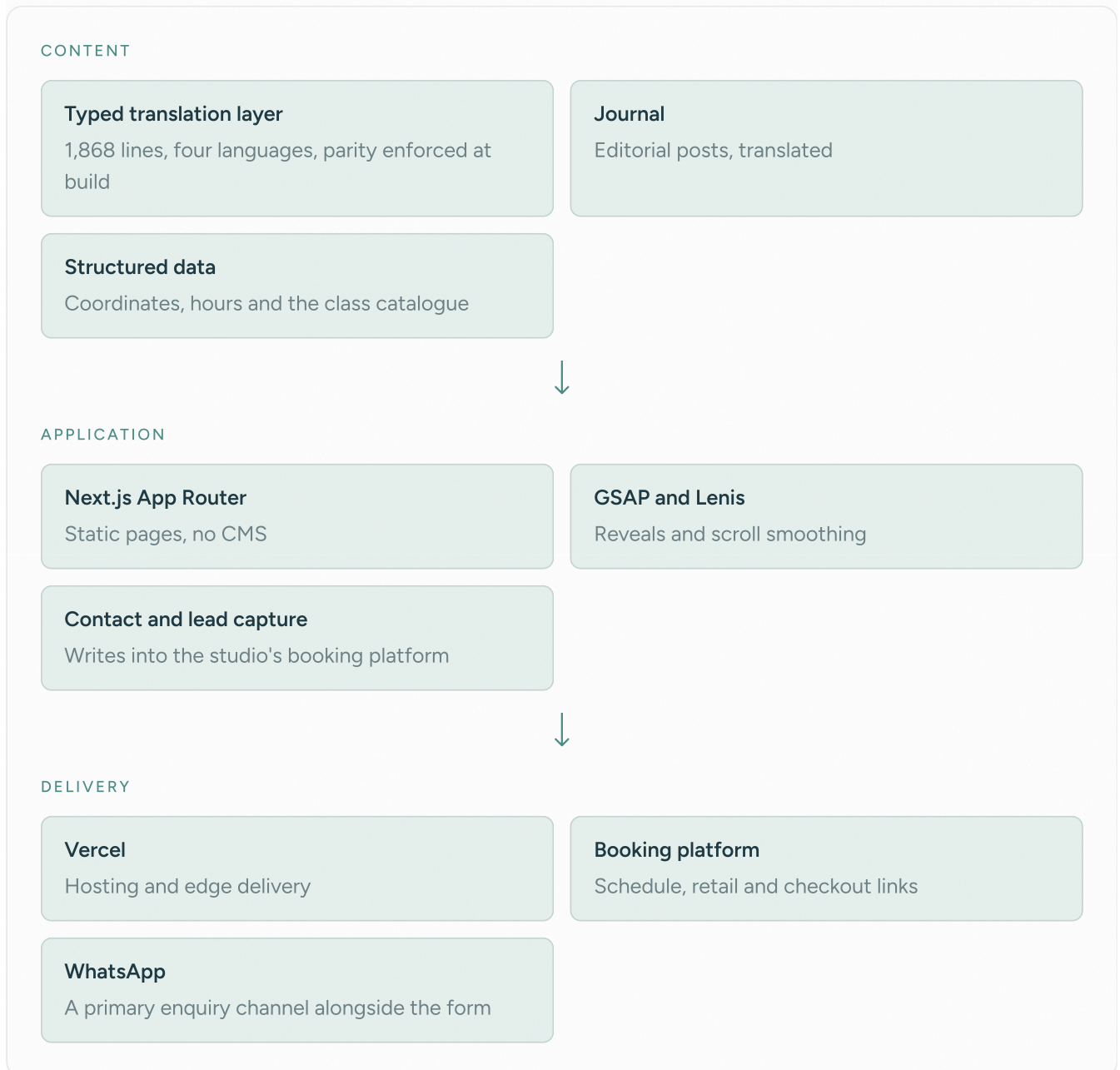
The studio page. One room, six reformers, and the spacing scale doing most of the work



The same site at 390 pixels

10 The build

Content lives in source-controlled TypeScript rather than a content management system, and that is precisely what makes four language parity enforceable. A missing translation is a type error that fails the build, rather than an English string that quietly appears on the German page and is noticed six months later by a customer.



- ExerciseGym and LocalBusiness structured data carry the coordinates, opening hours and class catalogue, so map results and AI answers about pilates in Palma have an accurate source.
- Film grain, vignette and parallax are separate layers applied at render, so the photography stays clean at source and can be reused for print and social.

- The schedule and retail pages read live from the studio's booking platform, so the site never carries a price the till does not.
- WhatsApp sits alongside the contact form, because in this market it is the channel people actually use.

WHAT THE HOMEPAGE WEIGHS

Transferred	1.4MB
Requests	60
DOM nodes	333

WHEN IT PAINTS

First contentful paint	176ms
Largest contentful paint	176ms
Load complete	219ms

Measured on 25 August 2026 by loading nimarapilates.com/ twice in headless Chrome at 1440 pixels with the cache disabled, and keeping the better run. This is a desktop connection on a fast line, so the paint figures are a floor rather than a field measurement. The transfer weight and request count are the numbers worth comparing, because they do not change with the connection.

11 Delivery

The asset library runs to 553 files, organised in eight numbered folders so that anyone asked for a logo can find the right one without asking a designer which version to use. Every permitted colourway exists as a finished file, which is the practical reason the identity has not drifted since it was locked.

ASSET LIBRARY

01 Marks	147 files
02 Wordmarks	65 files
03 Lockups, horizontal	101 files
04 Lockups, vertical	105 files
05 Favicons	12 files
06 Social	54 files
07 Print	22 files
08 App icon	2 files

PRINT ARTWORK SUPPLIED

Business card	85 × 55mm
Compliment slip	210 × 99mm
Envelope, DL	220 × 110mm
Letterhead	A4
Window sticker	350 × 70mm
Window sticker, circular	1 metre